

MICROCOMPUTER SOFTWARE PROGRAM

SUMMARY

In today's competitive marketplace, past strategies are not viable. To be able to do more than "survive" and to take full advantage of existing and future market opportunities, vendors must be well-informed.

Success in this marketplace is attainable--the critical factor is relevant information. Information, relevant to your business, that equips you to:

- o Anticipate corporate and end-user demands
- o Gear-up for rapidly-changing technologies
- o Interpret and forecast competitors' actions
- o Market and sell most effectively.

INPUT's Microcomputer Software Program provides you relevant market analysis achieved through continuous support by experienced micro-computer specialists. Research plans are discussed with each and every client before research begins on any project; industry events and their potential impact on your company are conveyed as they happen; our analysts are at your disposal to help you meet the market challenges you face everyday and to effect a strategy that ensures success tomorrow.

For a limited time only, INPUT's Microcomputer Software Program--based on current primary research, analysis of historical performance, and balanced with comprehensive tracking and analysis of the computer industry overall--is available to you at a special introductory fee. You will save more than \$7,500 if you act within 60 days.

MARKET ISSUES

The program offers a well-balanced combination of strategic planning and tactical advice enabling you to set the wisest long-range plan while implementing tactical maneuvers that make your company responsive to market changes. Below is a representative list of issues covered in the program.

- o Impact of key events, issues and trends in the microcomputer marketplace.
- o Forecasts market size and rates of growth from 1985 through 1990.
- o Analyzes and forecasts 20 vertical and cross-industry micro markets.



- o LAN's, micro-mainframe links, DDP and multiuser systems are examined and appropriate approaches are recommended.
- o Microcomputer software distribution channels are analyzed, trends are revealed, and a best course of action suggested.
- o Competitors' actions are analyzed and projected.
- o End-user needs are clearly identified and prioritized.

PROGRAM SERVICES

Each Microcomputer Software Program client receives the following:

Executive Consulting--a direct line to INPUT's most senior micro-computer industry analysts. Clients may call to discuss their most challenging planning issues, receive well-founded answers to difficult questions and benefit from experienced-based interpretation of key events.

Monthly Management Bulletin informing you of key results of research in process, competitive actions, and time-sensitive issues and actions.

Executive Briefings--a confidential meeting held annually at the client's site. INPUT senior staff and the client's top management team review results of research conducted during the program year, and its potential impact on the client company's future business directions and profit picture. (Note: travel expenses are additional and will be shared whenever possible.)

Vendor Acquisition and Financial Performance Report--A quarterly comparison of acquisition activity and up-to-date financial reports of public information services vendor companies.

MARKET AND ISSUE RESEARCH

State of the Market Annual Report

Targets profitable market opportunities through an examination of key business microcomputer software segments.



Recommends effective strategies for proactive response to overall market issues:

- Competition
- Technological trends
- Needs of end users within the corporation
- IBM software and microcomputer strategies

Analyzes the distribution, technology, and competitive strategies of the leading vendors.

Projects the business microcomputer software and services market through 1990 and recommends successful strategies for increasing market share and revenues by anticipating future trends.

Analyzes the mini and mainframe software markets, as well as the microcomputer market, to address micro-mainframe connection and integration issues.

Multiuser Systems

Defines current and future needs for multiuser system software and services through a careful analysis of:

- The IBM-AT influence on the microcomputer-based multiuser systems market
- Competitive advantages/disadvantages of multiuser systems, mainframes, minis, standalones and LAN-linked micros
- Increasing memory and processor speeds
- The introduction of scaled-down minicomputers for multiuser applications.
- Changing purchase influences and pricing trends
- Architecture standardization

Includes case studies detailing user experiences with software availability.

Selling Microcomputer Software to Corporate America

Recommends the distribution strategies required to successfully create revenue opportunities within the Fortune 1000, based on:

- Analysis of current vendor strategies
- Microcomputer software market forecasts through 1990
- A analysis of effective site licensing and distribution methods.



Analysis of Corporate User Needs

Emphasizes the tailoring of pricing schedules, distribution methods, and applications software products to the distinct needs of corporate users, based on 20 vendor, 50 micro manager, and 100 end user interviews.

Microcomputer Software Dealer Survey

Provides effective strategies for selling business microcomputer software through retail distribution channels, based on the results of interviews with 100 computer dealers (large chains, independents, VARs, distributors).

Market Sector Opportunity Reports

Each of these reports provides a concise profile of opportunities within an individual sector of the microcomputer software and services marketplace. Included in each report are five-year forecasts of market size and growth rate, analyses of user needs, market structure determinations, and competitive profiles.

Micro-Mainframe Market Analysis

- Recommends strategies mainframe software vendors can implement to market intelligent links separately, as part of a corporate package, or as part of an application or data base package.
- Analyzes effective joint agreements between mainframe software vendors and board vendors or microcomputer vendors to produce complete linkage products.

New Generation of Integrated Software

- Describes the key technological advances that will impact the integrated software market
- Predicts who the winners and losers in this market will be and why.
- Details the product features software vendors must incorporate in order to meet the vital goals of connectivity, flexibility, and extendability

Trends in Microcomputer Operating Systems

- Forecasts the operating systems and business microcomputer market through 1990
- Examines IBM's office system strategy over the next 5 years
- Makes product and market development recommendations for applications software developers, operating systems vendors, and business microcomputer hardware vendors



Micro-Mainframe End-User Experiences

- How to meet the demands of Fortune 1000 users for a micro-mainframe link which offers ease-of-use, security, and central data base concurrency.

PROGRAM FEES

Companies subscribing within 60 days will receive all of the following services at the fee of \$8,000--a savings of \$7,500 (standard fee is \$15,500):

- o Continuous advisory services through December 31, 1985.
- o Nine current market studies
- o Attendance to INPUT's 1985 Joint Client Conference (to be held August 20, 21, 22)
- o Monthly Management Bulletins
- o Quarterly Vendor Acquisition and Financial Performance Reports
- o On-Site Executive Briefing (Travel expenses are additional and will be billed separately.)

Clients who decline the on-site executive briefing may subscribe to all other services at the total fee of \$6,500 (effective for the next 60 days only.)



May __, 1985

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NO ITEM TO INSERT

Dear

NO ITEM TO INSERT

:

INPUT, the most respected name in software market research, has just released a series of reports on the micro software industry.

PC software is moving from the single purchase, consumer market into large, corporate multiple sales. The needs of corporations are different than those of the individual purchaser. More sophisticated, reliable software and different distribution channels will be required to penetrate this burgeoning arena.

- What is the future of MS/DOS, UNIX, CPM?
- Where will Fortune 1000 companies go to purchase software for end users?
- What are the relationships between business and home use of micro software and how will this effect the market?
- What types of products and what kinds of support are required to penetrate corporate organizations?
- What pricing strategies will most effectively maximize profits?

Find out where the PC software market is headed over the next several years. Fill in the attached authorization form and return it to me with your check or purchase order. In the meantime, if you have any questions, call me.

Sincerely,

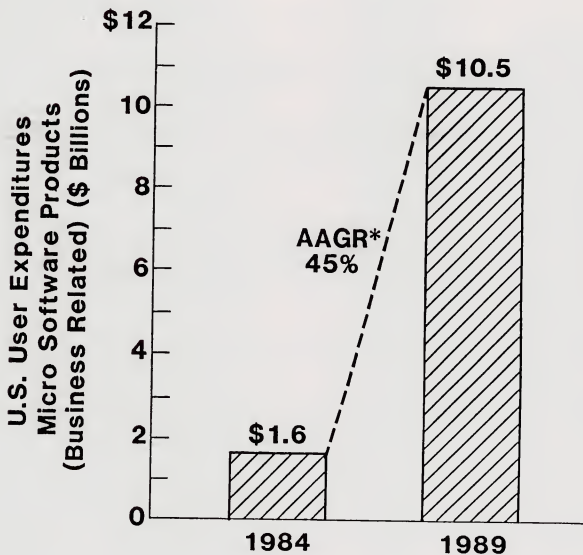
Jan D. Woolley
Marketing Representative

JDW:ml

Enclosure



A HEALTHY OUTLOOK FORESEEN FOR MICROCOMPUTER SOFTWARE



*Average Annual Growth Rate



MICRO SOFTWARE SUPPORT STRATEGIES analyzes the problems and opportunities associated with the fact that as personal computer software becomes increasingly complex and the systems are used by a wider variety of people, the requirements for more and more comprehensive software support will increase rapidly. The report concentrates on presenting strategies for software products and other vendors to ensure profitable support of their products.

PRICING AND DISTRIBUTION OF PERSONAL COMPUTER SOFTWARE examines the market developments that are affecting pricing in this volatile market, including down-line loading and free software. The report predicts price ranges for generic software categories and details software pricing mechanisms.

TRENDS IN MICROCOMPUTER OPERATING SYSTEMS. This report will be useful to both users and vendors who need to be attuned to changes in the PC operating environment. It includes analysis of major products and forecasts of microcomputer installed base for the period 1985-1990. Recommendations are included for both buyers and vendors of microcomputer hardware and software.

U.S. PERSONAL COMPUTER SOFTWARE MARKETS, 1984-1989 provides five-year forecasts of business-related PC systems and applications software products. The forecasts cover 30 different industry-specific and cross-industry markets. Business and market strategy recommendations are included as are trends, issues, and analyses of the fastest growing and largest markets.

NEW OPPORTUNITIES IN INTEGRATED SOFTWARE identifies technological advances that will impact the integrated software market. The report also includes forecasts of the market through 1990 and includes market segment and competitive analysis. Recommended strategies for success in the market are also discussed.

MICROCOMPUTER SOFTWARE DEALER SURVEY. The vast majority of micro software is sold through retail channels. As a present or potential vendor of micro software, it is important to understand the retailers need and problems so they can better represent and sell your products. Is there a trend away from dealers and toward direct or mail order sale of software? Based on 50 extensive dealer interviews.

SOFTWARE AND SERVICES FOR COMPUTERS IN THE HOME analyzes the current use of microcomputers in the home and provides detail on the hardware/software expenditure ratio through 1986. The report examines current and potential distribution methods and makes strategic and tactical recommendations for success in the home computer market.

SELLING PERSONAL COMPUTER SOFTWARE TO CORPORATE AMERICA discusses effective distribution channels for reaching this newly emerging market and analyzes existing vendor strategies. The report also includes forecasts of micro software sales to the Fortune 1300 U.S. companies and provides recommendations for innovative marketing and distribution strategies.

MICRO-MAINFRAME: MARKET ANALYSIS examines issues, trends, and developments in micro-mainframe links including emulators and intelligent links. Analyses are made of leading vendors in the market as are corporate planning issues and trends. Recommendations are included to assist vendors in their strategic and product planning.



Authorization Form

To: INPUT, 1943 Landings Drive, Mountain View, CA 94043

Please enter my order for the reports checked below:

- ☐ Micro Software Support Strategies\$1,950
- ☐ Pricing and Distribution of PC Software\$1,650
- ☐ Trends in Microcomputer Operating Systems\$ 495
- ☐ U.S. Personal Computer Markets, 1984-1989\$1,250
- ☐ New Opportunities in Integrated Software (to be released June 1985)\$ 495
- ☐ Microcomputer Software Dealer Survey (to be released June 1985)\$1,650
- ☐ Software and Services for Computers in the Home\$1,950
- ☐ Selling Micro Software to Corporate America (to be released August 1985)\$ 495
- ☐ Micro-Mainframe: Market Analysis\$ 495

A discount of 10% can be applied to purchases of two or more reports; an additional 5% can be deducted for purchases of six or more reports.

To comply with a California State Board of Equalization ruling, INPUT is required to charge appropriate sales taxes on subscription orders and report shipments to clients in California.

CONFIDENTIALITY AGREEMENT

The client agrees to hold as confidential all information provided by INPUT through this study. The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organizations without written consent of INPUT.

The client agrees to control access to the information provided to prevent unauthorized disclosure in violation of this agreement.

INPUT exercises its best efforts in preparation of the information provided under this agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided.

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ACCEPTED BY INPUT:

Client Organization

Signature

Address

Name

Title

Signature

Date

Name

Title

Telephone

Date



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Route () Joanne

() Doug

Project/Report Title: MICRO SOFTWARE DIRECTIONSCharge Code: M-CIKT

Project Manager: _____

Date of Mailing: 5/2/85 Total # to be mailed: 7200Description of Packet (include # enclosures, type of envelope, class of mail, etc.):
personalized letter report descriptions with form. 9x11 envelope 1st class mail(84) USS, USSD, UGAE, UGHO, UGPM, (185) MCSM, MCIA, MCVV, MCCASources- Bonnie D's List, Data Sources (latest)

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Date needed complete in-house: _____

Total Quantity envelopes needed: _____

Size: () Letter size

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() Sell copy printed on. Specify exact text/position/source: _____

() 9" x 12" envelope

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() Plain White (INPUT)

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Addressing:

() Labels

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Sincerely,

Jan D. Woolley



Supporting Personal Computer Software Profitably.....	\$1,950
Pricing and Distribution of PC Software.....	\$1,650
Trends in Microcomputer Operating Systems.....	\$ 495
Personal Computer Markets Strategy and Corecast, 1984-1989.....	\$1,250
New Opportunities in Integrated Software (to be released June 1985..)	\$ 495
Microcomputer Software Dealer Survey (to be released June 1985).....	\$1,650
Software and Services for the Home Computer.....	\$1,950
Selling Micro Software to Corporate America (to be released August.. 1985)	\$ 495
Micro-Mainframe: PC Market Opportunities.....	\$1,250

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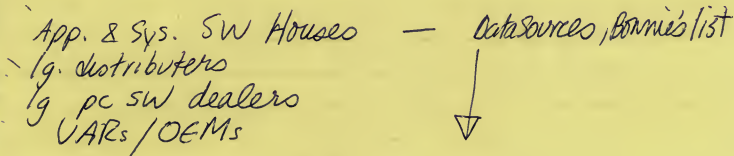


PC Direct mail

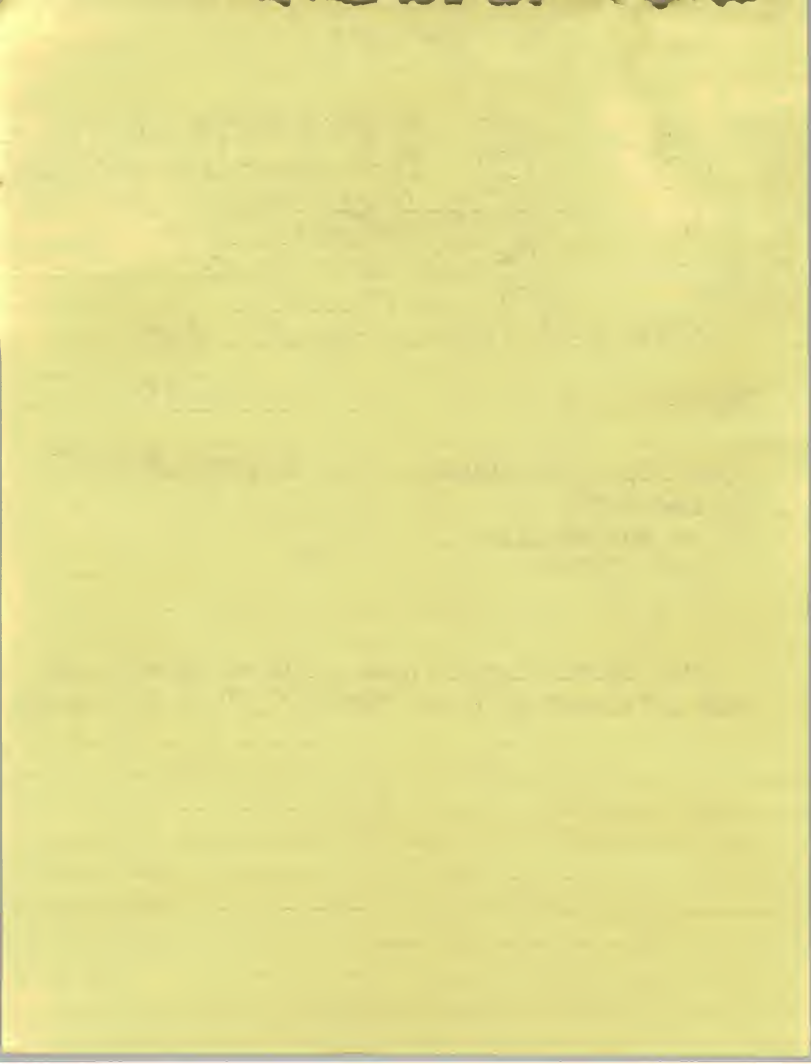
(84) MCAR	1250	PC Mkts & Strategies vs PC SW Mkts 84-89
(84) MCSS	1950	PC SW Support μ SW support strategies
(84) MCPD	1650	Pricing & Distribution of PC SW
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10% on 2 or 3, 15% on 4 or more - discount		

Target -

SOURCES



INPUT, the most respected name in software research, has
recently released a series of reports on the μ SW industry



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Paladen
Ashton-Tate
SW Publishing Corp
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Paul Juul

Vice President

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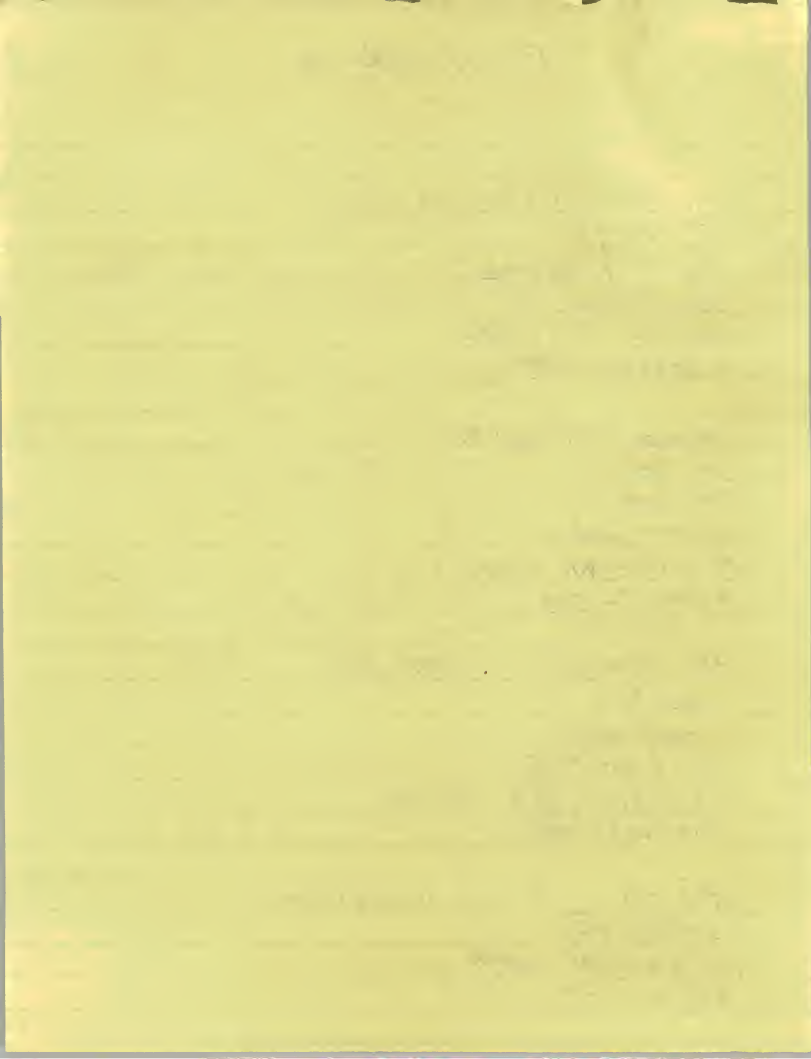
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2. The second part of the document is a list of the names and addresses of the members of the committee who have been appointed to investigate the matter.

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4. The fourth part of the document is a list of the names and addresses of the members of the committee who have been appointed to investigate the matter.

5. The fifth part of the document is a list of the names and addresses of the members of the committee who have been appointed to investigate the matter.

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1870

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 various offices of the
 Board of Directors of the
 City of New York, for the
 year 1898.

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 Vice-President: John A. B. Smith
 Secretary: John A. B. Smith
 Treasurer: John A. B. Smith
 Auditor: John A. B. Smith
 Clerk: John A. B. Smith
 Assessor: John A. B. Smith
 Engineer: John A. B. Smith
 Surveyor: John A. B. Smith
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 Recorder: John A. B. Smith
 Sheriff: John A. B. Smith
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 Police Commissioner: John A. B. Smith
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 Health Commissioner: John A. B. Smith
 Education Commissioner: John A. B. Smith
 Public Works Commissioner: John A. B. Smith
 Finance Commissioner: John A. B. Smith
 Police Commissioner: John A. B. Smith
 Fire Commissioner: John A. B. Smith
 Health Commissioner: John A. B. Smith
 Education Commissioner: John A. B. Smith
 Public Works Commissioner: John A. B. Smith
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1. Introduction

The purpose of this study is to investigate the effects of

the proposed system on the performance of the

participants.

The study was conducted in a controlled

environment.

The results of the study are presented in

the following sections.

The study was conducted in a controlled

environment.

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environment.

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2. Methodology

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environment.

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environment.

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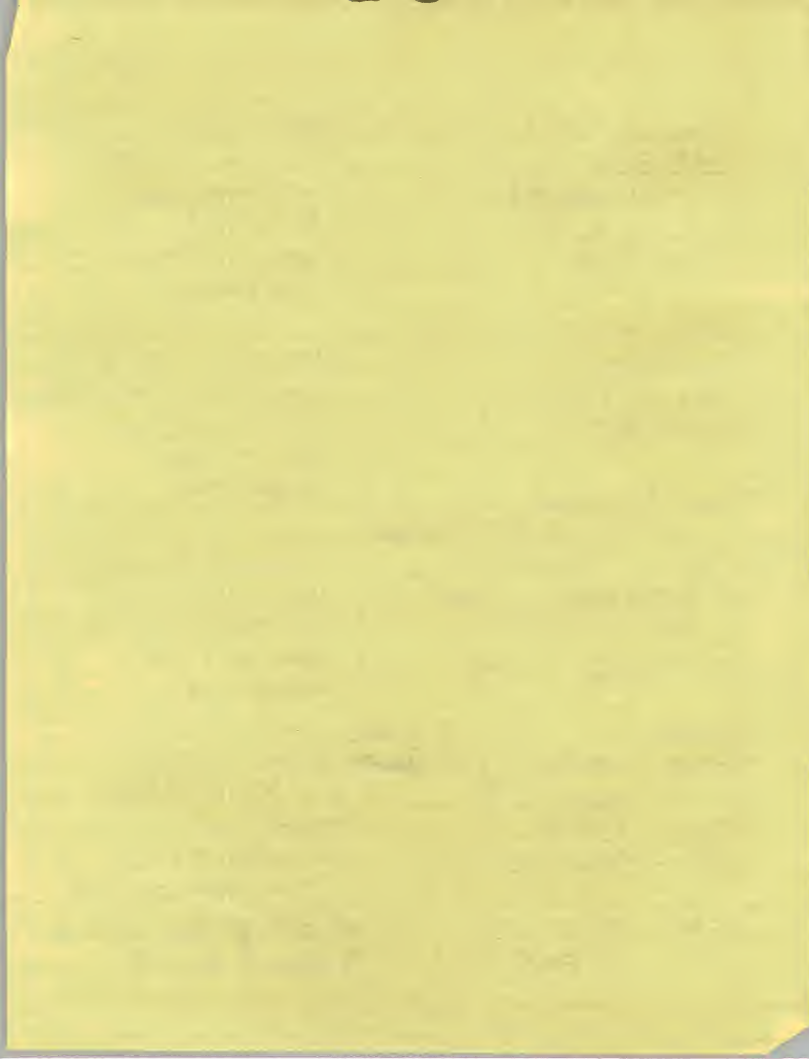
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~~too broad for their mkt.~~



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Chuck ~~Bayer~~

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5

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Seattle, WA 19595 206/282-9777

Executive Technology Data Systems
James Greiner, V.P. 4/4 M 6/6 LMTCB
28104 Orchard Lake Rd w/MARSHA
- Farmington Hills, MI 48018
313/626-0770

ASK Computer Systems, Inc
James Mamion, VP Sales
149 E. Evelyn 5/29 - LMTCB
Mtn. View, CA 94041
415/969-4442



6

5/29 LMCB

5/29

Cath

Via Computer, Inc.
→ ~~Keara Ritz~~ ^{NLWC}, VP Mktg
7177 Construction Court
San Diego, CA 92121
619/578-5356

Chang Laboratories, Inc
Larry Perry, Dir. of Mktg.
5300 Stevens Creek Blvd
San Jose, CA 95129 408/246-8020

Plansmith Corporation ^{5/30 Linda Brown}
~~Arnie Peterson~~ ^{retired}, exec. VP ^{wcb}
50 N. Brockway
Palatine, IL 60067
312/359-4045 ^{mmBA}

TOM Software → ^{Donna Cootleman}
Jerry Hill, VP Licensing/mktg. ^{dir of mktg.} ^{resend to}
127 S.W. 156th St.
Seattle, WA 98166 206/246-7022

Comshare Micro Products
Kevin KALKHOVEN, VP mktg/sales
3001 S. Slate St., PO Box 1588
Ann Arbor, MI 48106 48104
313/994-4800

Vector Graphic, Inc ^{NLWC}
→ ~~Jeff Erikson~~, SW mktg mgr ^{in process of merger}
500 N. Ventu Park Rd.
Thousand Oaks, CA 91320 805/499-5831 ^{CB in 3 mos}

Satellite Software International
- Dan Lunt, VP Mktg. 5/30 LMCB
288 W. Center St.
Orem, UT 84057 801/224-4000

1PT Corp 5/29 -
→ ~~Diana Storch~~, VP ^{targets}
1096 E. Meadow Circle ^{John Dee}
Palo Alto, CA 94303 ^{sales mgr.}
415/494-7500
SW for Dec, DG minis
send

Howard W. Sams & Co., Inc
~~Dwayne Grotti~~, Western Regional Sales Mgr.
4300 W. 62nd St., P.O. Box 7092
Indianapolis, IN 46206
317/298-5400



5/30 ^{resend to} Sonja Shaffer
 advertising ~~Shaffer~~ → Ron Ferguson
 Innovative ~~820~~ Software, Inc
~~Houles Betty Houles~~, mktg comm. mgr.
 9300 W. 110th St.
 Overland Park, KS 66210 913/383-1089

VIDEX, Inc. * 5/30 has routed
 Paul Davis, President → to mktg-WCB
 1105 N.E. Circle Blvd.
 Corvallis, OR 97330 503/758-0521

North American MICA, Inc 5/30-LMTCB
 Diana Hamper, mgr. mktg administration
 11772 Sorrento Valley Rd.
 San Diego, CA 92121 619/481-6998
 458-1327

Spectrum International Inc 5/30-LMTCB
 John D. Toellner, President
 6101 W. Centinela Ave., Ste 150
 Culver City, CA 90230 213/417-5150

Industrial Computer Design, Inc 5/30-LMTCB
 David J. Knight, mktg mgr
 31121 Via Colinas, Ste 1005
 Westlake Village, CA 91362 818/889-3179

Dennis Hamilton
 Ed. in chief.

Telephone Software Connection, Inc
 Ed Magnin, President
 P.O. Box 6548

Torrance, CA 90504 213/516-9430

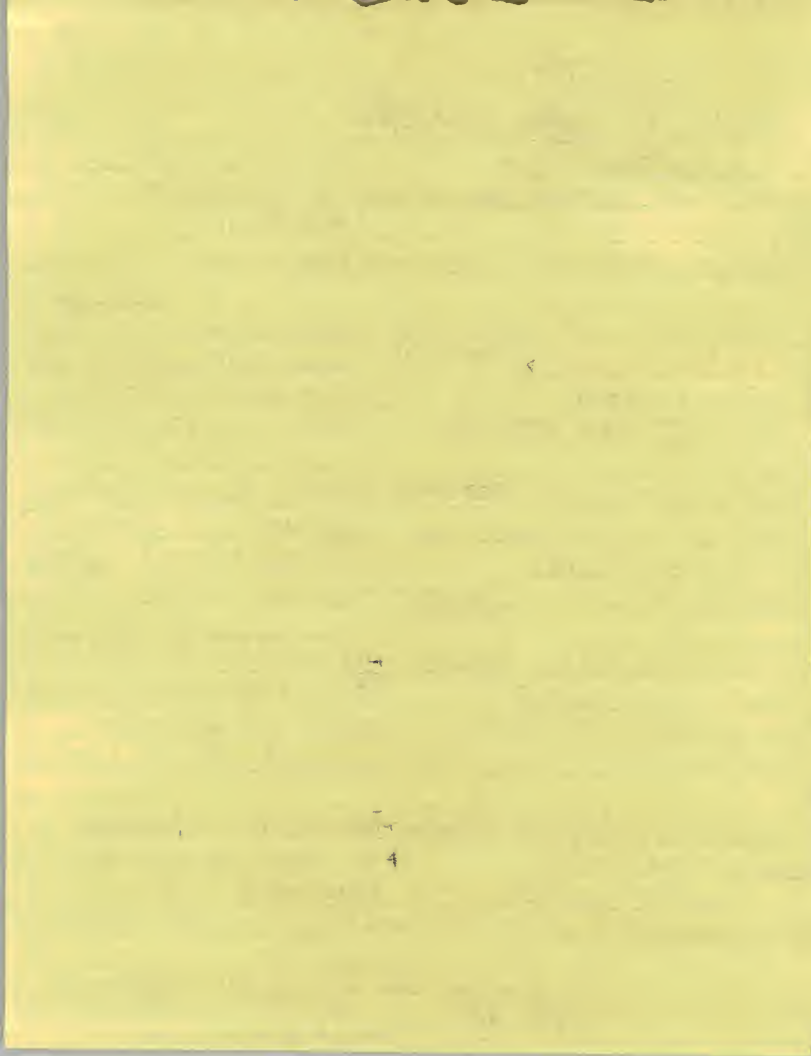
Quadratron Systems, Inc ^{office auto.} UNIX/MS-DOS
 Vanessa Abbe, Mktg. coordinator 5/30 ^{NO}
 15760 Ventura Blvd. Ste 1032
 Encino, CA 91436 818/789-8588

Harriet will send info.
 Market Power Computer Innovations, Inc
 Harriet Maltin, dir. of mktg. ^{SW}
 11780 Rough & Ready Rd. ^{developer}
 Rough & Ready, CA 95975 916/432-1200 ^{sales mgr.}

5/30 - resend info.
 SKOPOS Corp. (Note, should be Dr Phillips)
 James L. Phillips, PhD, principal consultant
 4966 El Camino Real, Ste 216
 Los Altos, CA 94022 415/962-8590

International Computer Program ~~Inc~~
 Mark Bragdon, Data Administrator
 P.O. Box 40946
 Indianapolis, IN 46240 317/844-7461
 routed to ed.

Karen Miller } SW info. business
 mktg-assd. } ICP director
 bank, acct. or mgt, DM, insurance.



development systems international
 Norman H. Carter, President ^{5/30 ~~not~~ LMCB}
 12196 Iredell St.
 Studio City, CA 91604 818/985-4260 ⁷⁸⁸⁻⁴²⁴⁰

Context Management Systems 5/30 LMCB
 Sol Choolijian, VP product marketing
 23868 Hawthorne Blvd.
 Torrance, CA 90505 213/378-8277
 818/706-3141

Emerald City, Inc.
 Edward Borkovsky, dir of sales
 20 Richmond St. East, ste 700
 Toronto, Ontario M5C 2R9 416/863-9923

Century Analysis, Inc. Frank Zaccari
^{NEW} Clayton Parkhill, VP mktg. div. mktg.
 114 Center Ave. development co.
 Pacheco, CA 94553 415/680-7800
 5/30 - ~~resend~~ info

Continental Software
 Linda Feldman, Mktg. mgr.
 11223 S. Hindry Ave.
 L.A. CA 90045 213/410-3977
 5/30 - LMCB

COMPAL, Inc. 5/30 - LMCB
 Ira Kalb, Dir. of Mktg.
 8500 Wilshire Blvd. Ste 103
 Beverly Hills, CA 90211 213/652-2263
 Laticorp → mfr sw for DEC VAX,
~~HORIZON~~ Software Systems, Inc. ALIOS
 Alison Baker, Office Mgr 5/30 - NO
 4 China Basin Bldg., Ste 4821
 S.F. CA 94107 415/543-1199

Datamed Research, Inc. 5/30 LMCB
 Alexandria Colman, Dir. of Mktg.
 1433 Roscomare Rd
 L.A. CA 90077 213/472-8825

Schuchardt Software Systems ^{Larry Strober} VP Sales
^{NEW} Joanna Dougherty, mgr, mktg. services
 515 Northgate Dr.
 San Rafael, CA 94903 415/492-9330

RealSoft Systems, Inc.
 Pat Kostowski, mktg. coordinator
 100 S. Spring St.
 Aspen, CO 81611 303/925-1558



Channel Data Systems
Elwood Anderson, President
4141 State St # A-2
Santa Barbara, CA 93110 805/964-6695

NBI, Inc.
Gene Carr, Mgr., Third Party Mktg.
3450 Mitchell Lane
Boulder, CO 80301 303/444-5710

Office Solutions, Inc. 5/30 UNTCB
Jacob Valentine, Mktg. mgr. resend
5708 Odana Rd.
Madison, WI 53719 608/274-5047

~~Palantir Software 5/30 LMTCB/HRC
Dennis Bilbe, President CB 5/31
12777 Jones Rd. Ste. 100 NO
Houston, TX 77070 713/955-8880~~

~~Information System Resources, Inc.
Jeanne Nash, program mgr.
1444 Balsam St.
St. Paul, MN 55122 612/452-7913
(disconnected)~~

Annette Bird sales sw for
text pub. Daniella (90)

Scenic Computer Systems Corp
^{NLWC} Kerri Lanning, product mktg. mgr.
14852 N.E. 31st Circle
Redmond, WA 98052 206/885-5500

Relational Solutions, Inc. ?
Tina Scara, mktg. director. no listing
8723 Woodleigh Dr. no answer
Houston, TX 77083 713/530-4161

The Software Toolworks Joe Abrams president
~~Cheryl West, mktg. director~~
15233 Ventura Blvd. Ste 1118
Sherman Oaks, CA 91403 818/986-4885

Living Videotext, Inc.

1000 Elwell Ct., Ste 232
Palo Alto, CA 94303 415/964-6300

Microsoft Corp. 5/30-resend
^{NLWC} Phillip Glenn, VP Operations
6509 W. Frye Rd. Ste. 12
Chandler, AZ 85224 602/961-0003
5/30 → Linda Hoi
administration
WP, graphics, "composer", spreadsheet, DBMS



Davidson Software Systems ^{6/3 LMTB}
Richard E. Davidson, JR., President
P.O. BOX 2100Z
Lansing, MI 48909 517/332-5989

Computerized Forms Management, Inc
Steven Wallman, VP sales & mktg.
350 Half Day Rd.
Prairieview, IL 60069 312/643-1120

RTG Data Systems ^{6/3 LMTB on machine}
Robert Haltem, President
1003 Wilshire Blvd, Ste. 202
Santa Monica, CA 90401 213/451-3662

Bluebirds Computer Software ^{6/3 not int; now}
Marilyn Van Denburg, President
P.O. Box 339
Wyandotte, MI 48192 313/285-4455

~~The Soft Place~~
~~William Westmiller, VP mktg.~~
~~1439 E. Garfield Ave.~~
~~Glendale, CA 91205 818/243-5111~~

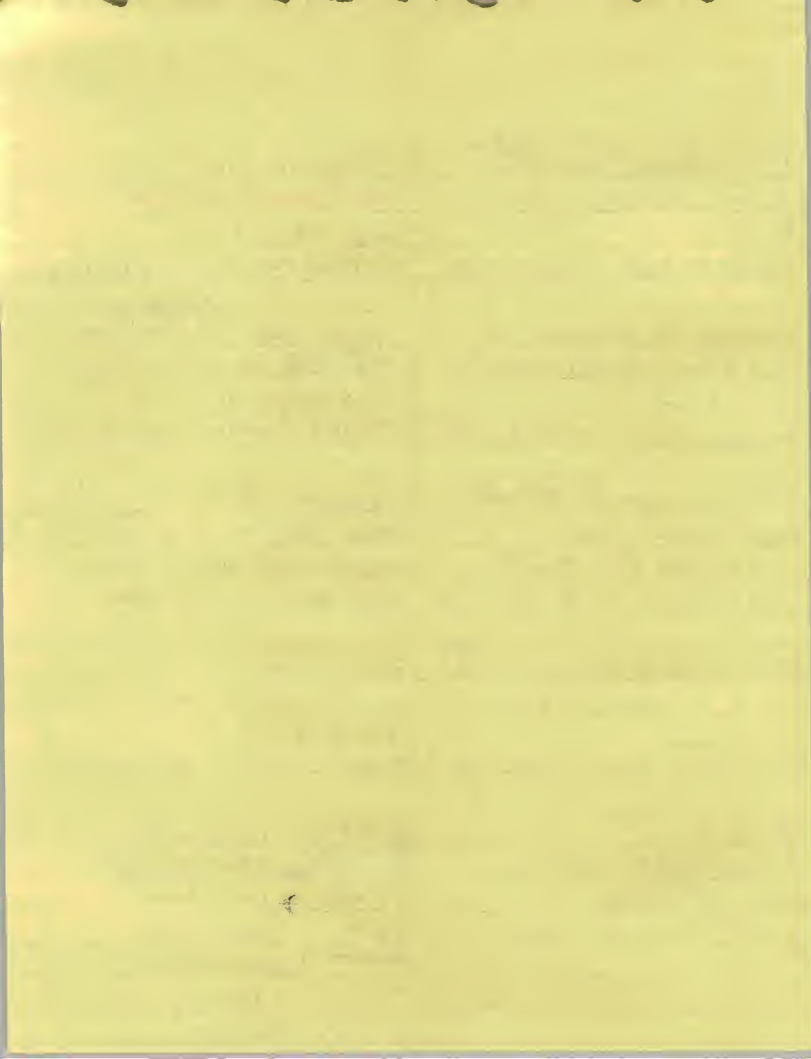
CISInetwork Corp.
Bill Barancik, President
16625 Saticoy St.
Van Nuys, CA 91406 213/781-8221

Transend Corp. ^{6/3 LMTB 800-732-8000}
^{maturity leave} Fred Krefitz, pres.
Nina Burns, product mktg. mgr.
2190 Paragon Dr.
San Jose, CA 95131 408/946-7460

~~Supplemental Software~~
~~James Wood, VP mktg~~ NOLISTING
~~1825 Westcliff Drive Ste. 116~~
~~Newport Beach, CA 92660 714/~~

ZyLAB Corp.
Wendy Williams, mktg. dir.
233 E. Erie
Chicago, IL 60611 312/642-2201

~~Cyplex Corp.~~ International Micro Systems, Inc
~~Mrs. Jean Ann H. Date McCullough~~
^{6/6 resend} → Dir. of Mktg
Mark 6445 Metcalf
Klugman Shawnee Mission, KS 66202
913/677-1137
acctg. & vertical pkgs.



(H)

Complete Business Services Corp
Donald Speth, President
70 W. Center St
Logan, UT 84321 801/752-5713

Occupational Computing Company, Inc
Barry Lederman, dir. of mktg
31324 Via Colinas, Ste 107
Westlake Village, CA 91362-3919
818/991-5077 43LMTCB

Information Unlimited Software - merged w/ Val Cross SORIM
Kathleen Bicklen corp. mktg. Val Cross SORIM
2401 Marinship Way
Sausalito, CA 94965 2195 Fortune Drive SJ 95131
408/942-1929
415/331-6700

Southwest Systems 4/3
Jim McGinley, Pres.
44 3rd Ave.
Chula Vista, CA 92010 619/426-5500

MDM Systems, Inc.
Michael Hudson, VP
Ste C
Warren, MI 48092 313/979-7030

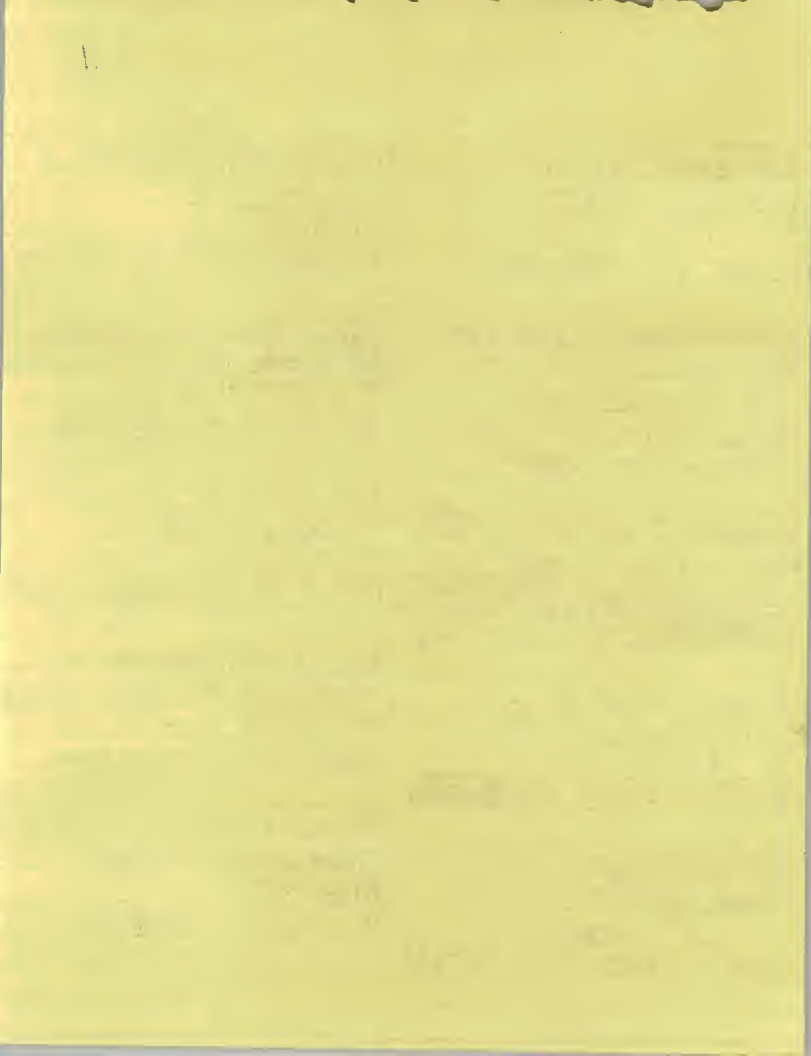
~~6/3 NO~~
Distributed Software Systems, Inc
Irene Overby, pres.
P.O. Box 1301
Northbrook, IL 60062 312/634-1511

Wolf Data Services, Inc 6/3 LMTCB
~~Brenda Jenkins~~ mktg. mgr. (RDB)
9 E. 10th St. Ste 227
Holland, MI 49423 616/396-3006

R&D Systems Co.
Ken Davis, Nat'l Sales Mgr.
315 E. Maple
Hubbard, IA 50122 515/864-3307

Applied Business Systems 4/3-LMTCB
John Rhinesmith, SR., Dir. of Nat'l SW mktg.
177 Riverdale, Ste F
Newport Beach, CA 92663 714/759-0582

Microcomputer Consultants
Clifford Hirschman, dir. of mktg
PO Box 1377
Davis, CA 95617 916/756-8104



Software Connections, Inc. 6/3-
Garry Kwok, product mktg mgr. ^{LANS}
2041 Mission College Blvd
Santa Clara, CA 95054 408/988-0300

ATAC
Kenneth Hanson, software prod. mgr.
Mountain Bay Plaza
444 Castro St., 6th floor
Mtn. Vw., CA 94087 415/965-8801

Cromemco, Inc.

Mgr., SW product mktg
280 Bernardo Ave.
P.O. Box 7400
Mtn. Vw., CA 94039 415/964-7400

Computer Cognition
Pamela Coker, VP
225 W. 30th St.

National City, CA 92050 619/474-2010

- Micro Associates, Inc. ^{VP mktg Penney}
Chris Oliver, mktg. dir. ^{Quentin}
2349 Memorial Blvd. ^{develop acctg slw}
Port Arthur, TX 77640 409/983-2051 ^{PO2 MICRO5}

POC-IT Management Services, Inc.
Sally Jacobs, VP
606 Wilshire Blvd., Ste 606
Santa Monica, CA 94041 213/393-4552

Information Displays, Inc.
Nancy Nicoll, mktg. dept.
11222 La Cienega Blvd., Ste 660
Inglewood, CA 90304 213/417-5384

Human Edge Software Corp

2455 Faber Place
Palo Alto, CA 94303 415/493-1593

micro.swsupport
BPI Systems - ^{microed to mktg. people sub to several research firms.} 6/3-UMTCB
Thomas Meadows, Sr. VP mktg
3001 Beech Ave.
3423 Guadalupe
Austin, TX 78705 512/454-2801 ³³⁸⁻⁵⁴⁰⁰

Cimarron, A Division of Microsci Corp.
David Sharp, general manager
~~Don Gomez~~, Mktg. Dir.

2158 S. Hathaway St.
Santa Ana, CA 92705 714/662-2801
241-5600

13000 Weber Way
Hawthorne, CA 90221



Business Software Products
Curt Paulson, gen. mgr.
P.O. Box 1133

Simi Valley, CA 93062 805/492-2678

~~Omni Software Systems, Inc. accounting~~
Joe Alonso, mktg mgr NO 6/4
146 N. Broad St.
Griffith, IN 46319 219/924-3522

Basic Business Computers
Carlos Romero, mktg ass't.
415 Cambridge Ave, Ste 22
Palo Alto, CA 94306 415/322-0402

LIBRA Programming, INC 6/4 Samley
^{on leave (note)}
Tina Haasberg, industry mktg. rep.
1954 E. 7000 South Debbie Richter
Salt Lake City, UT 84121 800/453-3827

Executive Technology Data Systems
James Greiner, U.P. 6/4
28104 Orchard Lake Rd. UMTCB
Farmington Hills, MI 48018
313/626-0770

mini-based SW
medical & acc'tg.
is a CPA firm
working on
Ph.D. in SW mktg
(13)
6/4
Datameca Software Services, Inc
~~Mitch Adams~~, mktg mgr Rick Fovell
P.O. Box ~~469~~ 469 913/268-3003
Fort Scott, KS 66701 Shawnee, KS.
316/223-5340
11201 W. 59th Terrace
Shawnee, KS 66203

Micro Solutions, Inc.
Stanley Hecht, VP
8511 Washington Blvd.
Culver City, CA 90230 213/559-3940

~~Design Trends, Ltd. 6/4~~
~~Judith Lawrence~~, mktg mgr. NO
525 S. Washington St.
Naperville, IL 60540 312/357-2664

~~Ad Tech Inc~~
~~Regina Tong~~, Dir mktg



Prospective Clients

Company: Systems and Software

Name: Dr. Y. Chin

Address: 3303 Harbor Blvd. C-11

City: Costa Mesa

State: CA

Zip: 92626

Title:

Areas of Interest: Micro Operating Systems MCSM

714/241-8650

*

6/5-LMTCB

6/19 LMTCB

(16)

Prospective Clients

Company: Teleconnect Co.

Name: Teri Miller

Address: 185 50th Ave. S. W

City: Cedar Rapids

State: IA

Zip: 52404

Title:

Areas of Interest: ATT

Prospective Clients

Company: Knowledge Based Systems Inc.

Name: Rowland Brandwein

Address: 159 Coburn Woods

City: Nashua

State: NH

Zip: 03063

Title:

Areas of Interest: Artificial Intelligence



Prospective Clients

*
Company: Hewlett Packard - PERSONA
Name: Chuck Dennis
Address: 1100 JOE RD COMPUTER
City: Cupertino 95014
State: CA
Zip:
Title: Planning MGR MKT INTEL.
Areas of Interest: maps PC reports

6/5-LMTCB

408/254-7000 408/865-6483

Bldg 49C

Prospective Clients

* (1 to each)
Company: Borland International
Name: Fred RYNALDS
Address: 4113 Scotts Valley Dr.
City: Scotts Valley
State: CA
Zip: 95066
Title: VP Sales
Areas of Interest: Fortune 1000 maps PC reports

— 6/19-LMTCB

408/438-8400

6/26 - mike O. said that a reporter told him Borland was coming out w/ an oper. environ. LMTCB

Prospective Clients

*
Company: Tandy Corp
Name: Ed Juge (Jojo)
Address: 1700 One Tandy
City: Fort Worth
State: TX 76102
Zip: TX 76102 817-390-3700
Title: VP Strategic Planning - Barbara Salaveria - dir. mkt. research
Areas of Interest: maps PC reports

6/4

817/390-3700 3284



Prospective Clients

Company: Apple Computer *

Name: Mike Murray

Address: 2525 MARIAN AVE

City: CUPERTINO

State: CA 95014

Zip:

Title: Dir Mackintosh Division

Areas of Interest:

- 408/996-1010

Prospective Clients *

Company: Apple Computer

Name: ~~Joseph Paul~~ NLWC

Address:

City:

State:

Zip:

Title: Director, Research

Areas of Interest:

408/996-1010

~~John H. ...~~ NLWC
Doug Solomon

Prospective Clients

Company: Tandem Computers

Name: Dave Macke

Address: 19333 VALLIOLA

City: Cupertino

State: CA 95014

Zip:

Title: VP Mkt Sales

Areas of Interest:



Prospective Clients

Company: Rivermont Data Systems
Name: Roland Bates
Address: 510 Mt. Everest Way
City: Alpharetta
State: GA
Zip: 30201
Title:
Areas of Interest: Micros

Prospective Clients

Company: MATRA (France)
Name: Claude Poussard
Address: EDP Branch, 8 av. Kiaber F-75115
City: Paris
State: France
Zip:
Title:
Areas of Interest: Business Software

Prospective Clients

Company: Science Research Assoc.
Name: ~~Carl Holzman~~ NLWC
Address: 155 Wacker DR.
City: Chicago
State: IL
Zip: 60606
Title: Planning Analysis
Areas of Interest: Home Software

* 6/4
Mr. Cadle - LMTCB
VP of IS Mktg.

FINANCE

MCHO

312/984-7000



Prospective Clients

Company: Favia, Hill, & Associates
Name: Richard Tougas
Address: 30 Rockefeller Plaza
City: New York
State: NY
Zip: 10112
Title:
Areas of Interest: Telecom

Prospective Clients

Company: Diebold Inc.
Name: Robert Barone
Address: 818 Mulberry Rd. S. E.
City: Canton
State: OH
Zip: 44711
Title: General Manager
Areas of Interest: Banking Auto

Prospective Clients

Company: Kleiner, Perkins, Canfield & Byers
Name: Brooke Byers
Address: 4 Embarcadero Ctr. Ste. 3520
City: San Francisco
State: CA
Zip: 94111
Title:
Areas of Interest: Software
Telecom

*
6/5-CMTCB

415/421-3110



Prospective Clients

Company: Durango Systems

Name: Sabina Way

Address: 3003 N. 1st St.

City: San Jose

State: CA

Zip: 95134

Title:

Areas of Interest: Vertical *MMAR*

108/946-5000

Prospective Clients



Company: One O One Corp

Name: Ed Conk

Address: Suite 1100 5420 LBJ 101 Corp 2 Lincoln Ctr

City: Dallas

State: TX

Zip: 75240

Title:

Areas of Interest: Business Software

Prospective Clients

Company: Dupont Co.

Name: Richard Schiefelbein

Address: 3627 Montchanin Bldg.

City: Wilmington

State: DE

Zip: 19898

Title:

Areas of Interest: Media



Prospective Clients

Company: Hayes Micro Products
Name: R. M. Phillips
Address: 5923 Peachtree International
City: Norcross
State: GA
Zip: 30092
Title:
Areas of Interest: European Micro Software

Prospective Clients



Company: Pansophic
Name: Asa Lanum
Address: 1250 E. Diehl Rd.
City: Naperville
State: IL
Zip: 60566
Title: VP Development
Areas of Interest: Business Graphics

Prospective Clients

Company: Textronix
Name: Sandy Thomas
Address: Box 500 Stop Y3315
City: Beaverton
State: OR
Zip: 97011
Title:
Areas of Interest: CAE



Prospective Clients

Company:

Name:

Address:

City:

State:

Zip:

Title:

Areas of Interest:

Prospective Clients



Company: Texas Instruments

Name: Library Acquisitions Center

Address: M/S 112 13588 N. Central Expressway

City: Dallas

State: TX

Zip: 75243

Title:

Areas of Interest: Media

Prospective Clients

Company: IBM Corp.

Name: Claudia Schorrig

Address: 1000 N. W. 51 St. Box 1328

City: Boca Raton

State: FL

Zip: 23432

Title: Corporate Information

Areas of Interest: Business Software



Prospective Clients

Company: Software Concepts

Name: John Hagel
Address: 3000 Sand Hill Bldg.4 Suite 160
City: Menlo Park
State: CA
Zip: 94025
Title:
Areas of Interest: Business Graphics

15/

no listing

Prospective Clients

Company: Seagate Technology

Name: Mike Kennedy
Address: 920 Disc Dr.
City: Scotts Valley
State: CA
Zip: 95066
Title:
Areas of Interest: Media

Prospective Clients

Company: Molecular Computer

Name: John Dougherty
Address: 251 River Oaks Pkwy.
City: San Jose
State: CA
Zip: 95134
Title: President
Areas of Interest:



Prospective Clients

Company: Triad

Name: Frank Marsh

Address: 1252 Orleans Drive

Box 61779

City: Sunnyvale

State: CA

Zip: 94088

Title:

Areas of Interest:

Prospective Clients

Company: Honeywell High-Tech Trading

Name: Roger Sigler

Address: Honeywell Plaza

City: Minneapolis

State: MN

Zip: 55408

Title: Dir. Export Mkt.

Areas of Interest:

Prospective Clients



Company: Osborne Computer Corp

Name: Chodi McReynolds

Address: 42680 Christy St

City: Fremont

State: CA

Zip: 94538

Title: VP Operations

Areas of Interest:



Prospective Clients

marjorie Lauer - LMTCB

Company: IBM

Name: Rick M. Moss

Address: IBM Canada Ltd. 105 Moatfield Dr.

City: Don Mills

State: Ontario

Zip: M3B 3L9

Title: Program Mgr., Channel Strategies Distribution Marketing

Areas of Interest:

-416/443-2043

416/474-2348

Prospective Clients

Company: McKinsey & Co.

Name: Segundo Pinedo

Address: 55 E. 52nd St.

City: New York

State: NY

Zip: 10022

Title:

Areas of Interest: Verticals

Prospective Clients

Company: IBM Corp

Name: L. Sloan

Address: Dept. 73C 138 Georges Rd. Bldg. 12

City: Dayton

State: OH

Zip: 08810

Title:

Areas of Interest: Peripherals



Prospective Clients

Company: Toshiba Corp.

Name: Koichi Inagaki

Address: 1-1-1 Shaibaura, Minato-ku

City: Tokyo

State: Japan

Zip: 105

Title:

Areas of Interest:

Prospective Clients

Company: Tokyo Electron Co.Ltd.

Name: Takanori Susuki

Address: Shinjuku Nomura Bldg. 1-26-2 Nishi Shinjuku 1-chome

City: Tokyo

State: Japan

Zip: 160

Title:

Areas of Interest:

Prospective Clients



Company: Texas Instruments Inc.

Name: Carolyn Duncan

Address: P.O. Box 225474, M/S 430

City: Dallas

State: TX

Zip: 75265

Title:

Areas of Interest:



Prospective Clients

Company: Yamaichi Shoken Keizai Kenkyu Jo
Name: Gaikoku Chosa-bu
Address: 5-1, Kabuto-cho, Nihonbashi Chuo-ku
City: Tokyo
State: Japan
Zip: 103
Title:
Areas of Interest:

Prospective Clients



Company: Xerox Corp.
Name: R. A. Mauceli
Address: 880 Apollo
City: El Segundo
State: CA
Zip: 90245
Title:
Areas of Interest:

Prospective Clients

Company: Warburg Pincus
Name: Christopher Brody
Address: Capitol Partners 272 Park Ave.
City: NY
State: NY
Zip: 10172
Title:
Areas of Interest:

